



Nevada Health Link

Marketing/Outreach Report



Agenda

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- » NevadaHealthLink.com Homepage Preview
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- » Next Steps

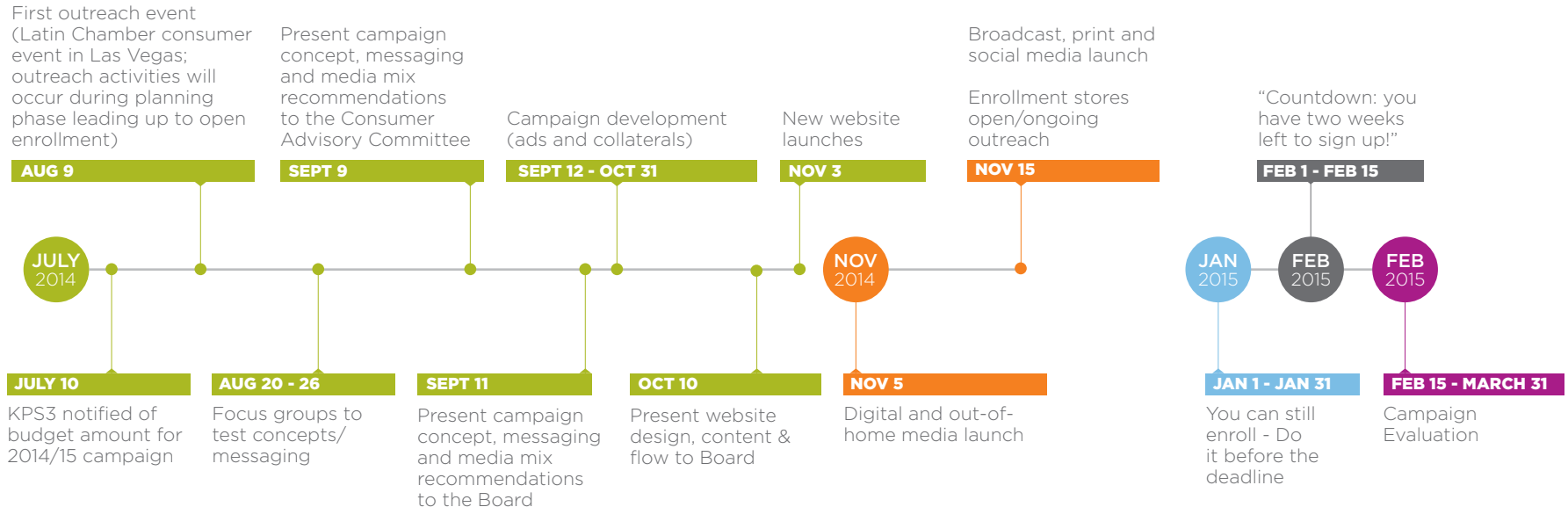


Campaign at a Glance

Timeline at a Glance

Major Exchange Milestones:

November 15, 2014 - Open Enrollment Begins
February 15, 2015 - Open Enrollment Ends



Planning Phase:
July 10 - Nov. 4

Phase 2:
"You can still enroll - do it before the deadline!" Jan. 1 - Jan. 31

Campaign Evaluation:
Feb. 15 - March 31

Phase 1:
"You can sign up NOW"
Nov. 5 - Dec. 31

Phase 3:
"Countdown: you have two weeks left to sign up!" Feb. 1 - Feb. 15

Re-Enrollment Direct Marketing Campaign:
Sept. 15 - Feb. 15



Media Campaign Details

Approach

- » Focus on research to inform decisions about campaign concepts and messaging
- » Utilize findings about established awareness and perceived affordability
- » Test messaging about the NEW Nevada Health Link
- » Develop and implement direct marketing program to educate current customers about re-enrollment process
- » Create media mix to effectively reach audiences statewide
- » Produce all necessary applications for placement in media over the three phases

Paid Media Mix, Timing and Budget

» Campaign Media Mix:

- » Digital - 20% (starting Nov. 5)
 - » Provides direct link to enrollment, effective among Hispanic audience, proven results
- » Outdoor - 11% (starting Nov. 5)
 - » Smaller allocation because of heightened awareness and messaging needs, call to action only
- » TV - 55% (starting Nov. 15)
 - » Main component due to reach
- » Radio - 10% (starting Nov. 15)
 - » Serves as complementary broadcast component, increases frequency
- » Print - 4% (starting Nov. 15)
 - » Includes rural areas and Hispanic publications, both vital channels for these audiences

Paid Media Mix, Timing and Budget

- » **Timing Rationale:**

- » Elections and costly media
- » Budget
- » Awareness

- » **Demographic and Geographic Allocations**

- » 70% dedicated to Southern Nevada
- » 30% dedicated to Northern Nevada and Rurals
- » 70-75% dedicated to English-language
- » 25-30% dedicated to Spanish-language only media
- » Focus on media outlets and programming that reach young invincibles, African American, Asian American and “more senior” segments

- » **Total Media Placement Budget: \$2.9 million**



Outreach Campaign Details

Approach

- » Focus on person-to-person interactions and partnerships with brokers, navigators, assisters, non-profit partners and community partners
- » Continue to utilize KPS3 outreach tracking tool to report on cost per touch
- » Continue to attend events and distribute literature where our audiences visit
- » Continue outreach through schools, churches, colleges and universities, DMVs
- » Major focus on effectively reaching young invincibles
- » Produce consumer literature and materials for education and outreach
- » Total Outreach Budget: \$570,000

Enrollment Stores & Hosted Events

- » Help boost enrollment and provide in-person assistance at static Nevada Health Link enrollment stores and one-day hosted events
- » Stores will open in southern and northern Nevada on Nov. 15 and remain open until Feb. 15
- » Strategic retail locations in strip malls for easy access
- » Ensure store locations are spread across our areas appropriately in relation to navigator offices
- » Locations will be equipped with furniture, equipment and high-speed internet access
- » Staff stores with broker, navigator and assister partners
- » KPS3 to manage all stores to ensure they open on time each day and run smoothly
- » In conjunction with the stores, host one-day events (similar to the enrollment events in March) on weekend days toward the end of open enrollment
- » Select larger-scale locations to do more mass enrollments as we push toward the final day
- » Work with media partners for free airtime/editorial coverage to promote stores and events

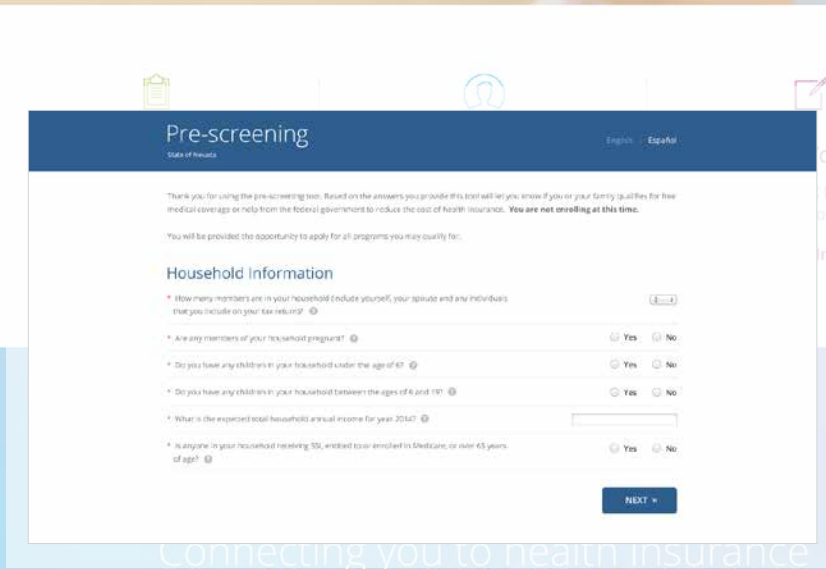


NevadaHealthLink.com

Homepage Preview

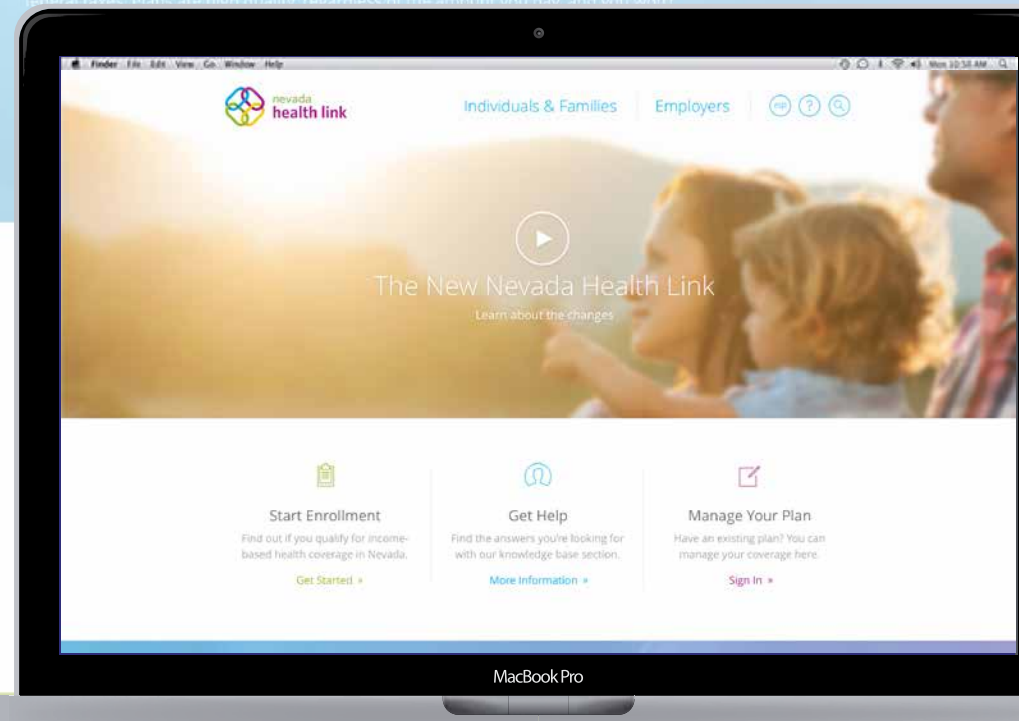
Approach

- » KPS3 developing informational site, which will direct customers to the pre-screener tool (developed by DWSS)
- » Key features:
 - » Links out to HealthCare.gov and/or Access Nevada
 - » The all-new Find An Assister Tool (zip-code search for brokers, navigators and assisters)
 - » Info. for current customers to manage plans and re-enroll
 - » Key dates and links to event calendars/store hours
 - » Special navigator and assister page with all address, hours and calendar info. included
 - » Site search, FAQs, glossary of insurance terms, training tools for partners and other resources
 - » Contact information for all associated agencies
- » Sister site will launch in Spanish: EnlacedeSeguroMedicoNevada.com
- » Total Website(s) Budget: \$62,000



Connecting you to health insurance

Nevada Health Link is where you can purchase State-certified health insurance plans that are based on your income. The federal healthcare law requires all of us to have health insurance and Nevada Health Link is here to protect you from a fine on your federal taxes. Plans are high quality, regardless of the amount you pay, and you won't





Focus Group Results on Concepts and Messaging

Focus Group Sessions

- » 4 groups in Reno conducted August 20 and 21
- » Each session focused on a target segment:
 - » Uninsured Families
 - » Uninsured Young Invincibles
 - » Uninsured Hispanic Families - conducted in Spanish
 - » Uninsured All Ages (18-64) and Demographics



Focus Group Sessions cont.

- » 5 groups in Las Vegas conducted August 25 and 26
- » Each session focused on a target segment:
 - » Uninsured Families
 - » Uninsured Young Invincibles
 - » Uninsured Hispanic Families - conducted in Spanish
 - » Uninsured Hispanic Young Invincibles - conducted in Spanish
 - » Uninsured All Ages (18-64) and Demographics



Focus Group Sessions cont.

- » All participants recruited for:
 - » Age (18-64)
 - » Income level - 138-400%FPL
 - » Insurance status (uninsured only)
 - » Language
- » Concepts presented originally vetted by the Working Group consisting of Board members, university student, Hispanic community leaders and SSHIX staff



PACKAGES



BY THE NUMBERS



YES

3 Concepts Presented

- » **“Packages”** - Addresses the fact that health insurance doesn’t come in a “package,” and that the tangible result of having health insurance is that you and the people you love are happy and healthy.
- » **“By the Numbers”** - A more straight-forward approach, outlining the average cost of day-to-day needs/items, the average costs of medical needs without health insurance, and then a comparison to a monthly, income-based payment through Nevada Health Link.
- » **“Yes”** - A more emotive approach playing on relationships between parents and children (or young adults and their parents); parents and children pose many questions to one another, and the concept emphasized the fact that when you’re asked about having health insurance, the answer should always be “yes.”

The Results

- » Participants were asked to rank the concepts two ways:
 - » Which concept was the most effective in **achieving the goal** (signing up uninsured Nevadans in income-based health insurance)?
 - » Which concept gave you the most **positive feeling** about using it personally?
- » “Yes” received the most votes in both categories; however, because “By the Numbers” proved to resonate among several groups, it is recommended that we move forward with producing a longer-format piece to use in appropriate channels, as well for people interested in more information.

	Young Invincibles (English)	Young Invincibles (Spanish)	Families (English)	Families (Spanish)	All Ages
Most Effective	Yes	By the Numbers	Yes	Yes	By the Numbers
Best Positive Feeling	Yes	By the Numbers	Packages	Packages	Yes

Insights About “Yes”

- » We have a winner!
- » It pulled at my heartstrings.
- » It's going to touch something in you to where you do something about getting insured.
- » Liked how they focused on that you're not going to be glad you got it until you really need it ... and how relieving it can be.
- » It's hopeful and optimistic.
- » It makes you think about others and your family.



Insights About “By the Numbers”

- » It was honest, factual and realistic.
- » It makes it seem easier and more affordable than previously thought.
- » A lot of people don’t realize how much some of these things really cost without health insurance.
- » It empowers you to put your money where it matters.
- » Forced to think proactively about the consequences of not having health insurance.
- » Reminds you of the law.
- » Downside: It made some people VERY uncomfortable and upset.



Other suggestions to include in our marketing

- » How the plans compare to other health insurance plans
- » Usability/ease of use (of the website)
- » Mention of pre-existing conditions
- » More info. about pricing in relation to family size
- » Include law component/individual mandate
- » It was formed to help Nevadans

Other Insights from Focus Groups

- » Concepts included a line about the “NEW Nevada Health Link”
 - » This was only noticed and mattered to those who were aware of technical problems last period
 - » Most didn’t know what “new” meant, and many guessed, “Is it because it’s a new law?”
- » When asked about getting assistance:
 - » Most English groups preferred online enrollment as a first choice, then in-person
 - » More senior participants would seek in-person assistance first
 - » Most Spanish groups preferred in-person enrollment, then phone
 - » Negative reactions to calling an 800 number to get directed to another organization
 - » Idea of enrollment stores was very welcomed by all groups
- » Best place to reach our audiences with information/person-to-person outreach: schools, community events, health fairs, libraries, stores
- » Outreach suggestion specific to Young Invincibles: “Don’t try to reach me where I’m having fun.”



Next Steps

Next Steps

- » Continue work on re-enrollment direct marketing campaign and provide messaging to partners (brokers, carriers, navigators/CACs, other partners)
- » Execute media campaign components based on the favorite concept (“Yes”) while also executing supplemental components based on the alternative favorite, “By the Numbers” for longer format venues
- » Work with SSHIX staff and working group to confirm final messaging, taking into account the must-have components and also other pieces our audience told us they want and need to know
- » Continue to negotiate media buys to ensure best reach (ensuring all segments are addressed) and frequency, in addition to as much added value (free airtime/space/editorial coverage) as possible
- » Ongoing outreach activities will include attending targeted community events, distributing literature, offering presentations, and planning for enrollment stores and events

